

## **Synergy Proposal**

Dear Stew,

Below are a series of points to describe the eligibility of Data Design to produce artwork for publishers connected with the LEGO Rock Raiders project. I propose that you or Eamonn should formulate these points into a final proposal document. By the way, keep 'LEGO' in capitals and the first letter of the following noun as a capital also: it will go down really well with Conny!

- Here at Data Design Interactive we have a strong and growing team of experienced animators and artists. We also have the structure, equipment and technology to produce artwork of the very highest quality.
- We have worked closely with both LEGO Media and the LEGO Group for '?' months now, and have developed a great sense of synergy and communication between us. We have a good understanding of LEGO Values and how to incorporate these within all our design work.
- Data Design also has a full and complete library of all the LEGO Rock Raiders models, minifigures, textures and environments. Also, a substantial library of standard LEGO System elements. All of which can be called up immediately by our artists.
- As you know, Data Design, along with Tom Gillo, has been at the forefront of designing and creating the LEGO Rock Raiders Universe and as such has a good understanding of the whole product.
- This understanding of both LEGO Values and the LEGO Rock Raiders Universe has taken time to develop. However, we now feel that we are in a position to create work for LEGO Media quickly, efficiently and most importantly with that understanding. Therefore saving time and money without the need for complex explanation and re-working.
- Finally we believe greatly in the synergy that has been created by LEGO Media throughout all companies involved with the LEGO Rock Raiders product. We would like to continue this relationship and work alongside LEGO Media in any way that benefits the LEGO Group and the LEGO Rock Raiders product.

I hope these points are useful. I know time is short but from a personal point of view it would great if you could let me know your views on the wording and approach taken for future documents of this type.

Thanks muchly,  
Ian.